

# HAN PHAM

## Product Designer (seeking Junior or internship roles)

### PROJECTS

#### Product Designer | Move: Capstone Project

JULY - SEP 2022, BRAINSTATION UX DESIGN PROGRAM

Completed an end-to-end UX Design process to create a mobile web mapping platform designed for those with disabilities leveraging Accessibility and Inclusive Design practices. This required executing UX research methods to understand user needs & behaviors, build fully interactive prototypes, affinity mapping, low-fi sketches to hi-fidelity visuals, wireframes, user flows, user testing, and iteration.

#### User Experience Designer | ChildFoundation.org

SEPTEMBER 12-17, 2022, BRAINSTATION x CHILDFoundation

In a re-design challenge, I partnered closely with stakeholders and PM to communicate detailed design decisions, contribute to design systems, and interaction pattern, to build out responsive website for the Child Foundation organization; in order to, increase donorship and donor relations while using design thinking to improve the user journey for the CF ecosystem on Web and Mobile design.

### EXPERIENCE

#### Shop Admin Manager | Nordstrom

MAY 2014 - JULY 2022 | San Diego, CA

- Experienced in working with cross-functional teams to test and launch products, ensuring all customer-facing experiences were high quality, easy to use, and increased marketing campaigns + business value in a B2C product environment.
- Owned end to end process of multiple pilot programs to launch a new store-wide process, leading to a major upstream implementation of an updated management system for the nation-wide retailer of 200+ stores.
- Leveraged research best practices for monthly and annual partnered programs; in order to, recognize mental models to solve problems with creative solutions and support efficient, impactful business value at scale.
- Upheld an organized and efficient workplace in a fast-paced, high output environment, utilizing complex software application resulting in an increase of operational productivity by 30% for a team of 22.
- Led 1-2 department partnership promotions per month, managing project logistics while effectively communicating learnings to Executive Team.

#### Lead Physical Therapy Aide | Select Physical Therapy

MAY 2020 - AUG 2021 | San Diego, CA

- Recognized pain points, motivations in patient exercise programming, and collaborated with therapists in redesigning recovery programs, leading to an increase of patient success rate by 25%.
- Cultivated patient-centered design thinking to a highly iterative, collaborative, and intentionally designed patient plan of care in accordance with patient confidentiality laws (HIPAA) by LuxSci.
- Collaborated with other behavioral science peers to define areas of noticeable behavior change in patients' rehabilitation process noted as areas of exercise design change or intervene, avoiding plateau.
- Applied excellent investigation and problem-solving skills coupled with a complex understanding of effective verbal communication strategy to build rapport with internal teams and external patients to sell company value.

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### SKILLS

Figma

InVision

Sketch

Framer

Adobe Creative Suite

Microsoft Office

Ycode

### LANGUAGES

English – Fluent

Vietnamese – Fluent

### Organizations

Lesbians Who Tech & Allies

SD LGBT Community Center

### PROFILE

I am an autonomous, passionate, open-minded, and dependable empath with an ability to form strong connections, value constructive feedback, and foster a work ethic that excels in a new industry. This provides a strong foundation for my role as a compelling Jr. UX Designer who is concise, articulate, and delivers exceptional design solutions that puts the user at the forefront of the design.

### EDUCATION

#### BrainStation | Diploma, User Experience Design

JULY - SEP 2022,

TORONTO, ON

#### San Diego State

#### University | B.S.

#### Kinesiology,

#### Physical Therapy

AUG 2013 - MAY 2018,

SAN DIEGO, CA